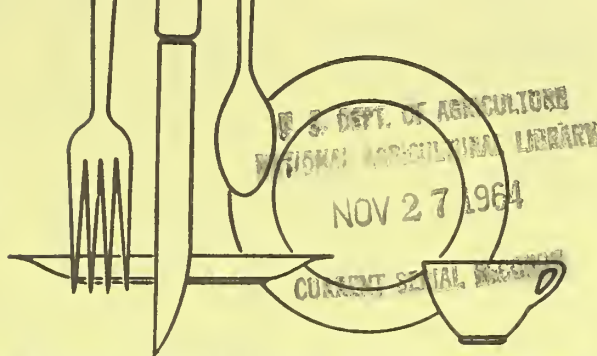


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FOOD PRE-VUE



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U.S. Department of Agriculture
Agricultural Marketing Service

October 29, 1964
F P - 88

MEATS.....Supplies of red meats remain plentiful. Beef production is expected to continue well above year-earlier levels and at prices close to current figures. Pork and lamb, though, will continue in lower supply. The price outlook for hogs and lambs the balance of this year and early in 1965 is more favorable to producers than it has been since 1961 for hogs, and since 1958 for lambs. This results mostly from prospects for reduced slaughter of hogs and lambs.

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POULTRY:

Broiler.....Supplies continue heavy, and marketings through December are expected to run as much as 5% larger than a year earlier.

Fryers

Turkeys.....Latest estimates indicate turkey growers will raise 98.7 million birds this year--5.3 million more than in 1963. The 1964 crop will be second to the largest rung up in 1961. Cumulative marketings the first 9 months of the year, based on slaughter in federally-inspected plants are tentatively placed at 4 to 6% above a year earlier. Marketings in December also are expected to be greater than in that month last year. Cold storage holdings increased by 81 million pounds in September to 230 million. That is 9% under September 30 last year but 17% above average for the date.

Eggs.....Production in the 48 States on October 1 was 3% above a year ago. Number of layers on farms ran about 1% higher and production per hen about 2% above a year ago. Until the first of next year egg supplies are expected to be above--and prices even with, or slightly below--a year ago.

DAIRY.....So far this year the milk flow is continuing a long-established trend toward more uniform seasonal output. Total milk production this year may be close to the 125.5 billion pounds indicated by output in the first 7 months of this year, as against the 1962 record of 126 million pounds.

VEGETABLES:

Fresh.....October 1 estimates place the crop of fall vegetables at 38.7 million hundredweight, slightly more than last year's turnout. Larger tomato and green pepper crops account for the increase. Production of other fall vegetables is smaller.

Processed...Latest estimates for the 8 vegetable crops grown for commercial processing total 7,354,750 tons--1% more than both last year and the 1958-62 average. Smaller productions, compared with last year, are expected in beets, down 19%; sweet corn, 15%; green lima beans, 10%; total winter and spring spinach, 8%; and green peas, down 5%. Snap beans are slightly down from last year. But tomato tonnage is up 9%, which more than offsets the decline in other items. Tonnage of contract cabbage for kraut runs about the same as last year. Despite production cuts, stocks of canned vegetables continue well above average.

Frozen.....Holdings on October 1 were 1 billion, 201 million pounds--5% below a year earlier, but 14% above average.

Potatoes...Fall crop prospects total about 179 million hundredweight--9% below last year and the smallest crop since 1960. For all seasonal groups, total 1964 production is estimated at 245,856,000 hundredweight. That's a

tenth less than last year and the smallest crop since 1959. Sweet potatoes are now estimated at slightly more than 16 million hundred-weight, or 1% below 1963.

FRUITS:

Citrus.....First estimates of the 1964-65 crop of Early, Midseason, and Navel oranges is for 60.6 million boxes. That's 37% greater than last season, but 5% down from the 1958-62 average. Florida's production of these varieties is placed at 44.6 million boxes, or a sharp 60% above last season; California's, at 14.5 million boxes--down 5% from the previous season. Florida Valencias are estimated at 39 million boxes--28% above last year. (Estimates for California Valencias will not be issued until Dec. 10.) Florida's total orange crop is forecast at 83.6 million boxes--43% above last season, but 8% under average. First forecast for grapefruit--not including California's "other areas", is 40.8 million boxes--a fourth larger than in 1963-64, and about 2% above average. Florida's grapefruit production is estimated at 33.5 million boxes--27% above last year and 3% larger than the 1958-62 average. Florida limes, estimated at 500 thousand boxes, run 11% above last season and 59% over average. Florida tangerines are forecast at 4.4 million boxes--22% greater than last season and slightly more than a fifth above average.

Frozen Orange Concentrate October 1 holdings totaled 25 million gallons--3 million below a year earlier. Average for that date is 31 million gallons.

Apples.....October estimates for the crop are 141.2 million bushels--down 3% from a month earlier figures--but 13% above last year's crop. However, 1964 production is still the largest in more than a quarter of a century.

Pears.....Forecast of the crop on October 1 was 30,141,000 bushels--largest since 1957. This is 56% above last year's short crop and 8% above the 1958-62 average. California Bartletts are now placed at 15,501,000 bushels, or more than double last year's crop and 11% above average.

Grapes.....Crop is now forecast at 3,477,450 tons--8% below last year's record, but 12% larger than the 1958-62 average.

Cranberries...October 1 estimate is 1,283,700 100-pound barrels. That is 2% above both a year ago and the 5-year average.

Plums and Prunes....California and Michigan are expected to produce 131,000 tons of plums--14% more than a year earlier, when the crop was a record. The Pacific Northeast prune crop is placed at 64,500 tons--down 2,000 tons from the September 1 estimate. Prospects for California's dried prunes--161,000 tons--are 21% above 1963 and 22% over the 1958-62 average.

Frozen Fruits.The Nation's freezers on October 1 held 614 million pounds, a new high for October 1. A year earlier holdings stood at 490 million pounds.

HONEY.....This year's crop is expected to total 293 million pounds--2% less than last year's record but 11% above the 1958-62 average.

NUTS.....Latest roundup of production for the year is: Pecans, 121 million pounds--only a third the size of last year's record, and about three-fourths of average. Almonds, 70 thousand tons--16% above last year and 30% more than the 1958-62 average. Filberts, 8,400 tons--21% above 1963, but 9% below the 1958-62 average. Walnuts, 84,400 tons--2% above last year and 14% more than the 1958-62 average. Peanuts, estimated at 2 billion, 126 million pounds--6% above last year and nearly a fourth above average.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

TURKEYS FOR THE HOLIDAYS
BEEF PROMOTION CONTINUING